

Some Quick and Easy Tips For A Great First Impression of Your Business!!

- ~ Sweep away debris and litter
- ~ Clean the sidewalk in front of your store
- ~ Install flower boxes and planters
- ~ Add a new welcome flag or sign
- ~ Refresh your window displays periodically
- ~ Decorate for the season
- ~ Dust and organize your merchandise
- ~ Ensure your lighting works properly
- ~ Make sure your sign is fresh and clean
- ~ Give your front door and trim a fresh coat of paint



Weekly Check List CHECK THESE ITEMS DAILY

Task	Day	S	M	T	W	T	F	S
Sidewalks								
Windows								
Façade								
Displays								
Planters								

National studies show that a prospective customer takes just four (4) seconds to decide whether or not to enter your store!

That decision is based purely on the aesthetics and cleanliness of your exterior.

Do these simple steps and potential customers will not pass you by.

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TILLAMOOK

FRONT PORCH INITIATIVE



Just like we want the front porch of our home to be welcoming and attractive, our downtown serves as the front porch of our community. This brochure offers some ideas on making your businesses and property entries more attractive to our residents, visitors and customers. National research shows, when people feel welcomed and comfortable they will spend more as customers and tenants.

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Outside Appearance



Front Door & Facade

Does your front door open easily? Is it clean and well painted? Are plantings and window boxes kept up and changed seasonally? Are flags fresh and clean? Is your sign in good condition? Are your store hours posted?

Sidewalk

Is it clear and free from debris and litter? Is it easy for your customers to access your business? Do you have an attractive mini-streetscape or a sea of weeds, leaves and cigarette butts?

Windows

Can you see directly into the store from the sidewalk? Is the window glass clean? Are there unnecessary, out of date, faded or hand lettered posters or signs? Is it well lit with state of the art halogen bulbs? Lighting a window display is the least expensive advertising you can do.



Look through your customers' eyes

Inside Appearance

Décor

Is the carpet or floor well maintained and clean? Is the ceiling clean and free of cobwebs? Is the lighting working and focused properly? Is the paint fresh and clean? Is the store layout inviting for exploration?

Senses

Does the store smell fresh and clean? Is the music or noise at a comfortable level for your customers? Is the merchandise clean and free of dust?

Personal

Are owners and employees well dressed and groomed? Are they helpful and informed? Can they provide insight and information about the area?



- ~ **Nothing is more welcoming than flowers**
- ~ **Install window boxes or planters**
- ~ **Change the plantings seasonally**
- ~ **Assign a staff person to care for flowers and plants**
- ~ **Send yourself flowers at your store**
- ~ **Give customers seeds as promotional gifts**
- ~ **Flowers are a BIG impact for a small investment**

Stay Fresh With Flowers



Convenience

Store Hours

Do your store hours allow all your customers a chance to shop in your store? Are your hours constant and predictable? Are you open nights and weekends? Successful downtown shopping districts have coordinated hours for evening shopping. With an influx of restaurant traffic, merchants find evening hours profitable.

Parking

Who uses the most convenient parking spots, your employees or your customers? Is your signage and striping current and understandable? Is your parking and entrance appropriately lit?

Why is our FRONT PORCH important?

- The commercial district is a reflection of community image.
- Downtown is a prominent employment center.
- Downtown represents a significant portion of the tax base.
- Our downtown is ideal for independent business.
- Historic communities are tourist draws.
- Commercial districts often prevent sprawl.
- A pretty and clean downtown protects property taxes.
- Downtown shopping is convenient.
- The commercial district represents a public/private investment.
- Downtown is a community gathering place.